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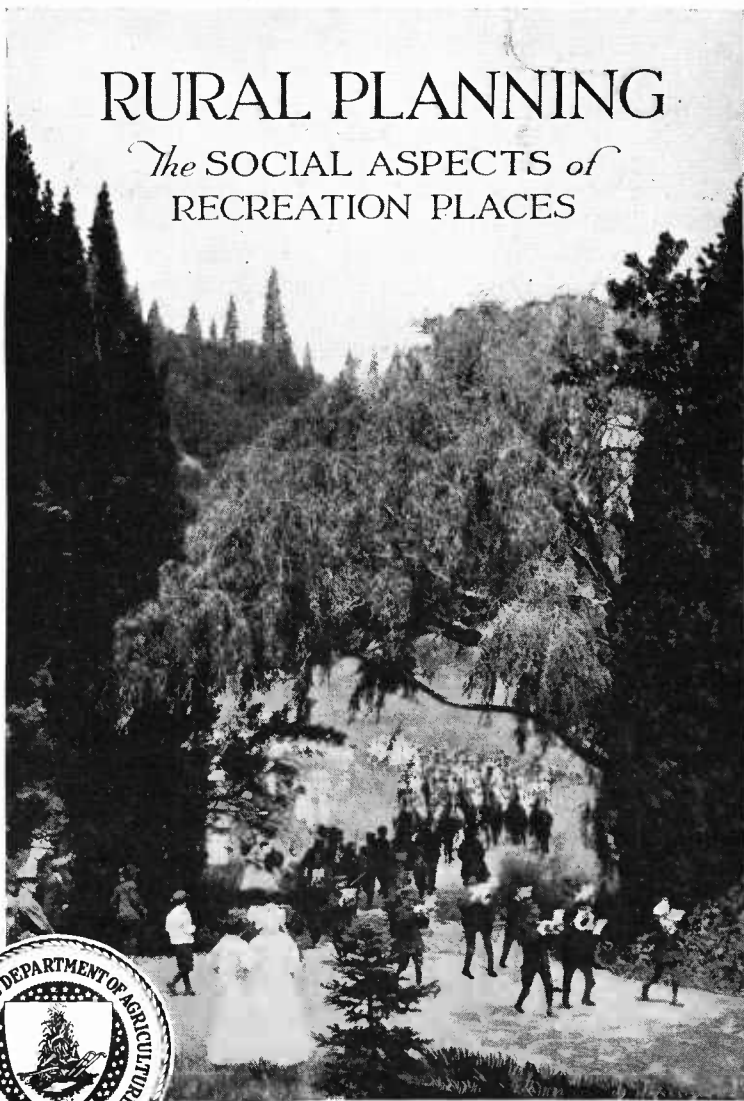
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U. S. DEPARTMENT OF AGRICULTURE

FARMERS' BULLETIN No. 1388

RURAL PLANNING

The SOCIAL ASPECTS of
RECREATION PLACES



A TTEMPTS to create, improve, and preserve recreation places promise to be among the most effective of present efforts toward better planning of rural communities.

This bulletin records actual experiences of rural communities and organizations in creating grounds and reserving for local use spots of natural beauty and historic interest, and shows the trend toward emphasis on social factors by land colonizing companies.

These new recreation places of a rural character add to the satisfactions of country life and enable larger groups of farm people to assemble, mingle, and learn each others' thoughts and habits. This social characteristic of modern rural recreation places has an important bearing on economics of American farmers, because the failure of many phases of agricultural economics in the past has been due to lack of a broad social acquaintance with one another on the part of farm people.

In the struggle to subdue and develop a raw continent, appreciation of the amenities of life have often been held in abeyance, but it has never been entirely suppressed. It presages well for a stable agriculture that this is so, for with an ability to satisfy such appreciation comes contentment.

It is not the purpose of the bulletin to impart advice concerning the technical side of planning rural recreation places. There are other agencies for drawing up plans and advising as to the actual details of construction. The aim here is rather to present some of the social aspects, the human conditions and motives, which accelerate or retard the establishment of such places.

RURAL PLANNING:

The Social Aspects of Recreation Places.

By WAYNE C. NASON, *Junior Economist, Bureau of Agricultural Economics.*

CONTENTS.

	Page.		Page.
Must rural communities depend on cities for their recreation?-----	1	Rural picnic grounds-----	17
Rural parks-----	2	Rural public reserves-----	20
Rural athletic fields-----	10	Farm colonization plans-----	25
		Human factor to be considered-----	30

MUST RURAL COMMUNITIES DEPEND ON CITIES FOR THEIR RECREATION?

EARLIER American agricultural communities produced or made practically all products that they consumed. With economic self-sufficiency went social self-sufficiency. Communities also produced what they consumed. Recreation came from within. The husking bee, the barn raising, the quilting party, the harvest festival, the singing school, spelling match and lyceum, picnicking in the woods, rowing on the lake, the hunting and fishing party, all originated within the community—all were home made. These were not only amusements, they were recreations. People were participants, not merely on-lookers.

With the disappearance of economic self-sufficiency has gone social self-sufficiency. The former may be a blessing, but can the latter be so regarded? The rural picnic spot has been turned into a commercial amusement park; the sylvan retreat into the private estate; the swimming place on the lake into the bathing beach; the fishing grounds into the private game reserve; the quiet lake with its rowing parties into the center for the private launch parties or public regattas. It is either "no trespass" here or "pay as you enter" there.

Rural recreation is now largely inspired from without the community, not from within; from the city, not from the country. In place of the free, spontaneous recreations of the countryside there are such commercialized amusements as professional athletics and the amusement park.

That rural communities are entitled to and need the best forms of recreation and a satisfying social life can not be gainsaid. With an economic program for agriculture should be coupled a program of rural recreational and social life. For what will it profit a permanent agricultural system if an economically independent farmer must retire to the city for those educational, religious, health, and recreational satisfactions to which he is entitled and will surely demand?

Recreational and social life in rural communities should have the same attention to careful organization that similar life in urban communities receives. Parks, athletic fields, and picnic grounds

should be established. Recreation and outing places, spots of natural beauty, and places of historic interest should be preserved for the use of rural people. These should be a part of the rural plan and should conform to and be based upon the laws of good order and good design. Rural beauty and rural civic art should be protected and encouraged.

At the present time the greatest promise comes from rural people themselves. Perhaps the key is in their hands. "The door must be opened to a good kind of life on the farm" wrote Theodore Roosevelt.

RURAL PARKS.

The park idea is winning its way. The National Government has set aside more than 150,000,000 acres as national forests and monuments and more than 60,000,000 acres as national parks. A million visitors find recreation in the national parks every year. Many States are establishing State parks. Minnesota has eight parks totaling 2,000,000 acres. Cities are developing parks and park systems.

But city, State, and national parks have scarcely affected rural people, who are approximately half of our population. Parks not only furnish suitable places for diversion, rest, and recreation, but they promote health and increase property values, and for all these reasons should be secured and maintained in rural communities.

Disappearance of the forests has made almost imperative the creation of parks where rural people may go for relief from toil and for amusement and recreation. Rural communities are increasingly realizing this, and in many the citizens are voluntarily taxing themselves or subscribing money or free labor that they may enjoy the benefits of such improvements. The time may come when a rural community without a park will be as rare as a city without a park.

A FARMERS' COMMUNITY PARK NEAR NIAGARA, N. DAK.

Near Niagara, N. Dak., is a farmers' park, in the open country, financed, operated, owned, maintained, and used by farmers.

Why should country people, in a business partnership with nature itself, have to go to town to enjoy the pleasures of a park? Why should farm families have to go to someone's private grove or lake front for a picnic. Why should farm boys and girls have to go to the town athletic field or playground, in which they have no sense of ownership, for baseball, basket ball, or athletic games and sports?

These were questions that the farming people about Niagara and Shawnee in North Dakota asked themselves. They already had a progressive agricultural club. One of the good things about such a club is that the public discussions bring out many valuable ideas, not only about raising wheat, hogs, and potatoes, but also about how to live a good kind of life while raising them. There was little of precedent to guide them, so it was necessary to solve such questions as—

(1) Where should the park be? There was a natural growth of timber along the head of Turtle River which in old days had been the natural gathering place of the countryside, but which private interests had later acquired. This grove was decided upon.

(2) How should the original purchase be financed? Eleven acres would suit their plans, and each acre would cost \$200, so \$2,200 was the sum needed. They solved this problem by organizing a stock company, incorporated under State laws, the Bachelor's Grove Community Park Association, with shares at \$25 each. When the shares were all sold it was found that 95 per cent of them were owned by farmers, with nearly every family in the region the possessor of at least one share. The remaining 5 per cent were held by people of the surrounding villages of 200 to 300 population.

(3) Of what should the improvements consist? Here was pleasure of planning. The first year (1918) saw the grounds cleaned of underbrush and surrounded by a fence. The next year a kitchen, a refreshment parlor (fig. 1), and a pavilion 80 by 92 feet were completed. Succeeding improvements included a baseball park, ice house, engine house, check room, lavatories, cement walks and improved roads, three wells with pumps, tables and picnic benches, and



FIG. 1.—The pavilion and the check room; among the structures composing the plant of Bachelor Grove Community Park.

an electric-lighting system for buildings, grounds, and the approaches. The cost of the improvements alone amounted to \$16,000, although there was considerable voluntary managerial labor.

(4) How should the improvements be financed and the plant maintained? Experience determined the answer to these questions. The income is derived from receipts from athletic games, dances, the lunch and confectionery stands, and the merry-go-round, and other concessions. (See fig. 2.) When an association secures the use of the ground for a picnic, profits are divided on a percentage basis. A caretaker receives \$80 per month for four summer months. At each public entertainment three people are hired at each stand at \$3 each per day or night. For dances the orchestra is paid \$50 and five ticket takers \$1.50 each per night. Electric lighting for all the buildings costs about \$15 per night. There is no charge to enter the grounds, open to everyone at all times, but the buildings are locked when not in use and during the summer are in charge of a caretaker, who makes kitchen privileges available to picnickers.

(5) How should the park be used? It was decided that no set program should be arranged, but that the use of the park should be left

to the wishes of the community. The following events held, among others, indicate the influence that the park has had on the social life of these country people: (a) Opening day, with 5,000 in attendance. (b) Picnics. During the summer months there is an average of one



FIG. 2.—Contests by rural athletic teams attract large crowds.

picnic (fig. 3) a week, held by such organizations as the country farm bureau, the agricultural club, various lodges, the aid societies of the different churches, the American Legion, or the park board, and by



FIG. 3.—Picnic parties find the park a real convenience.

groups from neighboring towns. On nearly every Sunday there are family picnics on the grounds. (c) Athletic games and contests between neighboring teams. (d) Supervised dancing in charge of some of the older people. (e) A summer Chautauqua course. (f) General meetings by such organizations as high-school societies, boys'

and girls' clubs, and the church societies, for which no charge for the use of the grounds is made.

Times have been hard for the farmers the last two years, and the park during that time has not yielded large profits; but, if imitation be the sincerest flattery, they may be well pleased, for the old settlers' association of the adjoining county, Nelson, secured the Bachelor Grove plans and blue prints and created a similar park; and this can be done easily by any ordinary rural community.

A NOTABLE PARK IN AN AGRICULTURAL TOWN, WAMEGO, KANS.

Wamego has the reputation of being a farmers' town. The strong farmers' cooperative enterprises, such as stores, mills, elevators, and lumber yards have helped to make it so. It is the headquarters of strong and influential farmers' organizations. The big summer farmers' picnic and the farmers' Chautauqua attract people from a wide territory. Most of the leaders in business and civic life are or have been interested in agriculture, and the same may be said of the citizens themselves.

It is a town whose interest in civic improvement has given it a reputation far beyond the borders of the State. The visitor's impression of the town is the right one when he leaves the train and enters the business section through a town gateway in the nature of a well-kept small park owned by the village. The latest improvement is the three-story community hospital of stone, which cost \$35,000, financed by an original gift of \$10,000 by a retired farmer and 300 contributions by citizens, lodges, and civic bodies. It is located on a 2-acre site, and its open lawn and beautiful shade trees are a part of well-conceived landscaping plans.

But the pride of the people of Wamego is the "city park." Twenty years ago it was a field of wild grass and dandelions, without a tree. Now it is a forest of more than 50 varieties of trees, carpeted with blue grass and well planted with flowers and shrubs. The trees were transplanted by citizens who brought them from distant hills, and who also went far afield for strange glacial rocks as walls for artificial lakes, fountains, and park buildings.

Twenty years ago 12 acres were purchased at a cost of \$2,525 through a bond election. Recently the park board purchased an adjoining 3 acres at a cost of \$2,000 to be used as a tourist camp grounds. Improvements in the park are largely due to the voluntary labor and donations of the citizens, since the law did not permit, until recently, a levy for this purpose.

Since 1901 the citizens of Wamego, a town of 1,700 population, assisted by the residents of the farming community, have the following park improvements to their credit:

(1) An artificial lake $4\frac{1}{2}$ feet deep, covering $1\frac{1}{2}$ acres, riprapped with frost-proof glacial boulders, with a made clay-sand bottom which has sewer connections with the river. It holds 1,500,000 gallons of pure water, supplied from the town mains. It is used for boating and bathing and was built at a cost of \$2,500. (2) A built island in the center of the lake. (3) A built children's wading pool with cement bottom, walled with stone, costing \$225. (4) An electric fountain of three basins built of white glacial rocks gathered from the hills. It is 45 feet in diameter and 27 feet high and cost \$1,900.

(5) A women's rest house, 30 by 16 feet, built of glacial rocks, with shower baths, dressing rooms, and a commodious porch, which cost \$1,400. (6) A similar comfort house for men. (7) A circular band stand of glacial rock studded with a great variety of mineral specimens, costing \$950, dedicated by Royal Italian Guards band. (8) A dancing platform, 40 by 50 feet, with a boxed-in outdoor piano. (9) Playground equipment, partially financed by the junior Chautauqua, costing \$400. (10) Three drinking fountains furnished by the mothers' club at a cost of \$125. (11) Three stone dining tables, at \$150. (12) Two stone ranges at \$100. (13) A granite glacial boulder weighing 17 tons, hauled in by farmers from the hills, 10 miles distant, and mounted on stone at a cost of \$125. (14) Baseball, football, and basketball fields, with grand stand. (15) Free tourist camping grounds. (16) Mounted cannon, gravel drives, walks, and park and picnic benches. (Fig. 4.)

The average maintenance expense, cared for by the town, has been about \$1,500 per year, including the salaries of caretaker and matron for seven months. No charge is made for the use of the park, except for entertainments for gain. The revenue for maintenance comes from licenses for shows and from the school, church, and general welfare fund.

The park has become a part of the life of the people of the town and surrounding country. It is a widely known picnic spot, and the outdoor ovens are in almost daily use. The last Farmers' Union picnic was attended by 9,000 people. The Chautauqua, junior Chautauqua, and the fall festival are annual events. Band concerts are given twice a week by the Boy Scouts Band. High school, town, and county athletics are held there. Traveling tent shows use the place. The playground and wading pool attract the children, while as many as 75 people are often found at one time bathing or boating at the lake.

The park is of great value to the town through attracting large numbers of people from long distances to enjoy the picnicking, bathing, dancing, and music. It is one of the advertised attractions of the Golden Belt Highway.

Said a leading citizen, "The park has done more for Wamego than any other one thing we have. It has encouraged higher ideals, enlisted the interest of the community in other enterprises, aroused their civic pride, and last, but not by any means least, has transformed the knockers into boosters."

FAIRY DELL HIGHWAY PARK, WOODLAND TOWNSHIP, SAUK COUNTY, WIS.

From Los Angeles to New York, from Canada to Washington, and from less distant places tourists pause in their journey in this little "home of the fairies and pixies." In 1921 the guest book of Fairy Dell Highway Park showed 1,200 signatures in four months. Many did not sign and often the head of the family or party signed for all, so there is no way of estimating the number who used the park by day or camped for the night. In 1922 the book was filled the first month by the party "from Minneapolis, Washington, and Stockholm, Sweden"; by the "party of 20 en route from coast to coast"; by the picnic party from Nebraska, whose representative

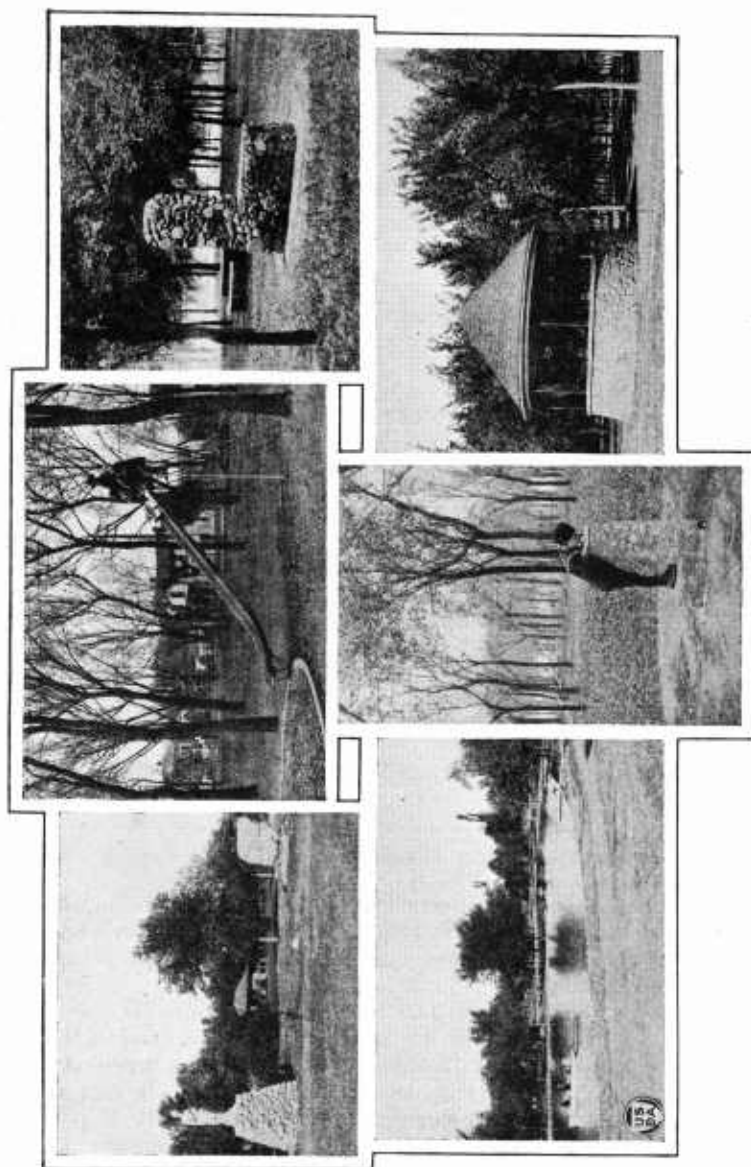


FIG. 4.—A few of the many interesting scenes in a 15-acre park built largely through voluntary labor in an agricultural town, Wamego, Kans. Population 1,700.

wrote, "Would not have missed this spot of nature's own—coming again and again"; and by the itinerant wayfarer who wrote, "Am a lover of nature—have traveled the world over three times and am on my way home afoot. Please, people, let this little spot stand by the side of the road and be a friend of humanity."

It isn't really a park; just an attractive little spot by the wayside (fig. 5) made available for public use largely through the foresight and persistence of a highway patrolman. (Fig. 5.)

At a road school for patrolmen the chairman of the county board, in a talk on beautification, had deprecated the selfishness of property owners who would not allow privileges outside the road to the public. This patrolman was ready. On many a hot and dusty day he had turned his team into this shady nook, refreshing to man and beast. He had already secured the permission of the generous farmer owner for its possible use as a public picnic and camping ground.



FIG. 5.—Exterior view of Fairy Dell Highway Park, Sauk County, Wis.

So he was enabled at once to state his proposition to the chairman: That if he were allowed a little time off for supervision and some financial assistance, he would see that the project was developed as a community enterprise.

Little money was available for the purpose, but he was given permission and encouragement to proceed. He secured a 45-year written lease for public use from the owner of the property and began his work. Although the details of the struggle can not be given here, he was finally rewarded with success. By a personal appeal to the commercial club of the village of Wonewoc, in the next township, he was given \$150 to aid the work. Personal solicitation of the farmers and villagers of his own town of La Valle and those of Wonewoc resulted in two "working bees," when many gave material and labor, among whom was a minister, who "preached in the morning on 'civic virtue' and dug post holes in the afternoon."

As a result the tract was cleared of underbrush and *débris* and was inclosed, a winding stream was partially dammed and a pool formed, over it was built a rustic bridge, paths were made and benches installed, a pavilion 16 feet square was erected, a footpath was made to a level grove at the top of the hill, a stone fireplace and a birch pole-and-canvas sleeping tepee were built, and the spring across the road under the three elms was piped and fenced.

As finally completed there are 3 acres with 15 varieties of shade trees and with sumacs, honeysuckles, asters, morning-glories, golden-rods, and other flowers and shrubs in profusion. It was dedicated at a big community picnic by the chairman of the State highway commission, accompanied by bands of music and newspaper representatives from the cities.

Only \$200 of actual money was spent in the enterprise and the expense of maintenance by the county is light.



FIG. 6.—Gregory, S. Dak., population 900, finances a municipal park and picnic ground, including two outdoor swimming pools.

Every day people come for picnics, or farmers come for Sunday dinners, or the tourist stops to lunch or sleep in the tepee and inscribe his appreciation in the guest book in the pavilion, or the hurried passer-by pauses for a drink from the spring—and the heart of the patrolman is glad.

OUTDOOR PUBLIC BATHS AND A VILLAGE PARK, GREGORY, S. DAK.

Towns located in the dry prairie section of the country frequently have two disadvantages which lessen their attractiveness. In the first place a natural growth of trees is often lacking and, in the second, public bathing facilities are frequently at a minimum.

The town of Gregory, S. Dak., population 900, has satisfactorily solved these difficulties.

The pressing need of a place for outdoor amusements was the original incentive for the park. In 1904, 38 acres of the original town site were set aside (fig. 6), including a butte 100 feet high

which sloped gradually to the edge of the village. On the top of this butte two large reservoirs for city water were erected. Later, a variety of trees were set out on the tract to give shade and furnish picnic spots, but open spaces were left for games.

One spot was equipped with tables, benches, and outdoor ovens and set aside as a public picnic ground. Another, similarly equipped, became a tourist camp grounds. Baseball and football fields, a grandstand, and tennis courts were constructed in the central open space and reservation was made for a golf course. The municipal well and pump house were located in the park. The year 1922 witnessed the completion of two swimming pools with accompanying bath houses. The pools of concrete, one 80 by 50 feet, 4 to 10 feet deep, and the other 90 by 40 by 4 feet, are provided with water from the town well and cost \$3,500. For winter the concrete receptacles are subjected to a cleansing process which makes them thoroughly sanitary, and are then filled with water which freezes and is put up in an adjacent ice house for the city's consumption during the hot season.

The place has become the center of the town's athletics and outdoor recreation, is much used for picnics by the rural people, and is a favorite ground for tourists.

RURAL ATHLETIC FIELDS.

The playground has recently become an established city institution. Few towns of any importance are without one or more playgrounds, maintained either by municipal taxation or private benefaction. The acquisition of these grounds, purchased after property values have become very high, has been a great item of municipal expense. Had the original town been properly planned, the setting aside of play spaces would have been a minor financial outlay. In rural districts play spaces can still be acquired at reasonable expense.

Thoughtful people now recognize that play is essential to the all-round development of a human being. It is coming to be understood that manual labor can not take the place of recreation as a healthful bodily activity; in fact, it often increases the need for recreation. More and more the American people, rural as well as urban, are becoming actual partakers in games and athletics.

A MUNICIPAL RECREATION FIELD, NEW PRAGUE, MINN.

When the building of a \$25,000 recreation field in New Prague, a village of 1,500 population, was under consideration, there were the usual objectors who maintained that the village had no use for such a plant. Four months after the work began two events converted the critics to the wisdom of the enterprise. The first was the district convention of the American Legion, which brought 5,000 people to the field for a program of athletics and public speaking. The second was the Fourth of July celebration and community picnic, when 1,000 automobiles parked in the grounds. It was generally agreed that neither event could have been held in New Prague had the new field not been available.

The initiation of the enterprise may probably be credited to three local organizations, the garden club, the commercial club, and the American Legion. A number of different organizations had been agitating for particular civic enterprises. It is a football town, and the interschool and intertown contests had aroused great popular enthusiasm and shown the need for a suitable field for large crowds. The Knights of Columbus were pushing such a project. The parent-teachers' association wanted a children's playground. The commercial club was urging a tourist camping ground. The American Legion was demanding a place where large popular gatherings of a patriotic nature might be held. The garden club had initiated propaganda for the preservation of a beautiful bit of native woods filled with wild flowers near the edge of the village. The baseball association was clamoring for a new ball park, since the old one had been broken up for town lots, and various farmers' organizations had long been working for public picnic grounds.

Some thought that the time was not propitious for an enterprise of this character. The town was in the throes of a bond-voting campaign for \$80,000 for a new sewer system and \$100,000 for a new high school. But the civic workers knew that a good time to initiate such a project is when the people are properly aroused over a program of civic betterment. So the park board got behind the proposition and, realizing that the municipality might well hesitate to finance it at this time, decided to take advantage of the enthusiasm of the different civic organizations. They were solicited, meetings were held, and the question agitated with the following results as an initial program. The American Legion and Veterans of Foreign Wars conducted a campaign throughout the county and raised \$1,500, of which \$1,000 was made as a first payment on the cost of the grounds in agreement with the town council that if they would do this the town would assume the balance of the cost, \$9,000, and meet it by taxation, \$1,000 each year. \$500 remaining was turned over for development purposes. The commercial club gave \$375 for a tourist camp, and the Knights of Columbus \$200 for a football field. The garden club promoted a municipal picnic and raised \$200 for shrubs and flowers and promised more. The parent-teachers' association raised the money for the children's playground. The baseball association agreed to construct the baseball grounds. The park board became responsible for trimming all the trees and removing stumps. The village council voted to put in a new street and repair the roads to the park.

Work was begun in the spring of 1922. A slough was tiled and drained; the grounds were leveled; the trees were trimmed; stumps were dynamited; new trees and shrubs were planted; outdoor ovens, picnic benches, and tables were installed; base ball, foot ball, and basket ball fields and tennis courts were laid out; a camping ground was arranged; a pavilion and other conveniences were erected; a backstop and fence of wire netting, 240 feet long was built; streets were opened and roads were graded, (fig. 7.) This was the result of four months' work of villagers and farmers.

The town council, on recommendation of the park board, appointed a governing board of five members. The project is proceeding according to plans drawn up by a landscape architect and town planner

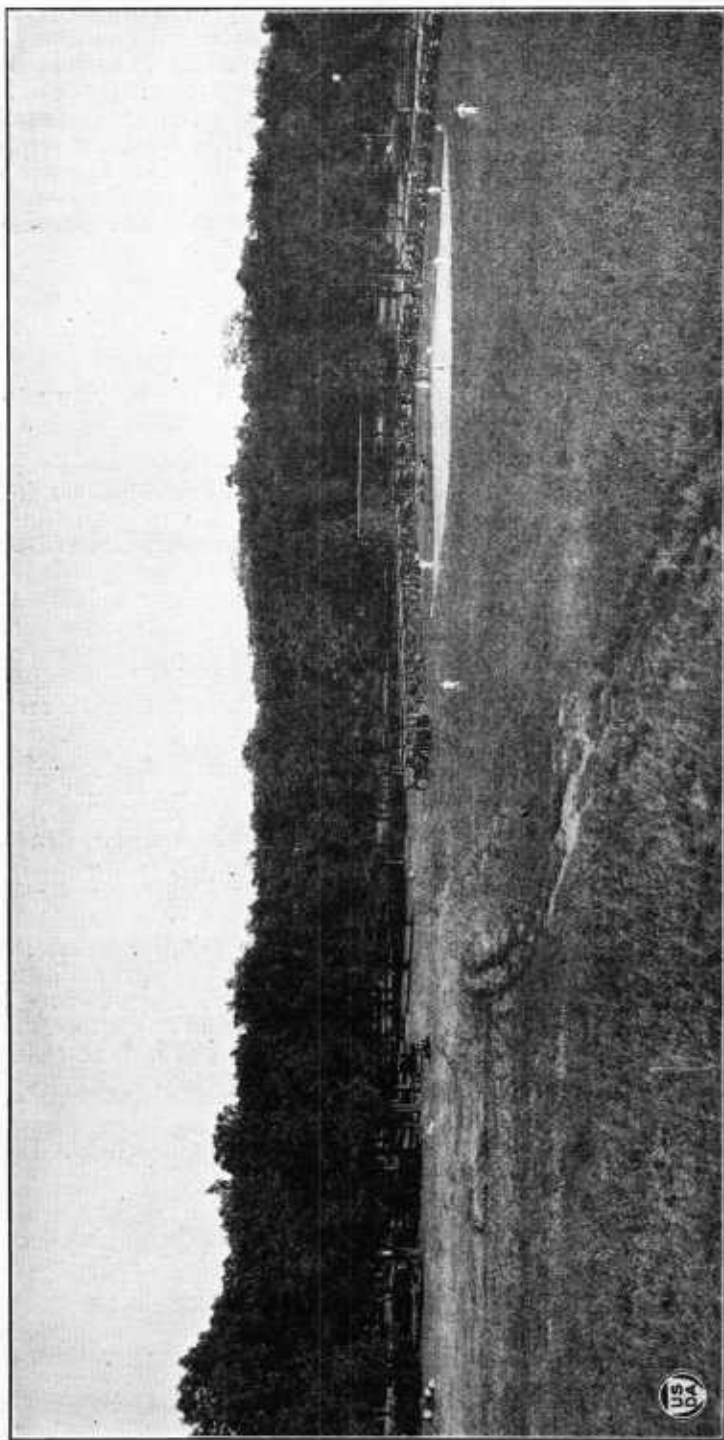


FIG. 7.—New Prague, Minn., population, 1,500, assisted by local organizations, finances a \$25,000 athletic and recreation field.

and when completed will have, in addition, a running track, swimming pool, children's wading pool, play-ground apparatus, bath house, four-hole golf course, trap-shooting field, horseshoe-pitching field, grandstand, speakers stand and flagpole, automobile parking space, and an aviation landing field. Much voluntary labor was used in construction and the whole plant in the end will be valued at \$25,000.

FARMERS AND VILLAGERS SAVE THEIR ATHLETIC AND RECREATION FIELD, DRAYTON, N. DAK.

"What does the thermometer say now?"

"How much higher than yesterday?"

"Getting hot, isn't it?"

"Yes, but it's going to get a lot hotter."

These were some of the many ejaculations heard from crowds of farmers and villagers in four adjoining counties of Minnesota and



FIG. 8.—Entrance to the rural park and athletic field located on the Minnesota side of Red River, financed by the local people of Minnesota and North Dakota.

North Dakota near the Canadian line. Why the excitement? No, it wasn't about the weather. The great question was, "Is the drive going over the top?" Thermometers had been placed in five rural districts to indicate how the drive was going each day for contributions to buy and save their community playground from the hands of the spoilers. As haste was necessary, the farmers were thoroughly aroused. "They shall not pass" became the slogan of these people, many of whom had just returned from the World War.

From the time of early settlement the farmer's clubs, churches, schools, and civic organizations of the two States had been using the

wooded spot on the Minnesota side of the Red River for athletics, bathing, boating, camping, picnics, and Chautauquas. What matter who owned the place? Of course it would be there for their use forever. This had been the attitude. Thus there was great apprehension when it became known that the land was to be sold to distant owners and the timber cut. After much agitation and the holding of public meetings for discussion a man was sent to Minneapolis who secured an option on the property.

The drive went over. For the purchase and development of the property \$8,000 was soon subscribed by 260 people of the 3,000 inhabitants of the five neighboring townships. The subscribers organized and incorporated the park association, a nonprofit-sharing enterprise with each shareholder having one vote, and the 40-acre tract in the bend of the river was made available for all the people in that part of the country.

Then the development work began. By means of much voluntary labor and "working bees" the people of the four counties removed



FIG. 9.—The 40-acre rural park with bathing beach and athletic field on the Red River.

500 trees, built roads, cut underbrush, constructed baseball diamond and bleachers, built picnic benches to seat 600 people, constructed a pavilion 112 by 44 feet, including a kitchen, at a cost of \$5,000, installed electric lights and water, and fenced the grounds. When completed, this ideally located park (fig. 8) with its beautiful trees, ferns, vines, winding driveways, and its half mile of river front, was dedicated to the memory of the local boys who had lost their lives in the World War.

Definite plans were prepared for a grand stand to cost \$3,500; entrance arch, \$2,000; an outdoor swimming pool; and the purchase of 25 additional acres. Can they finance it? The type of the people and the experience of the past year say yes. There are no salaried officials, and while the use of the park is free to the public for nonprofit enterprises, the profits from celebrations and entertainments for gain are used for the development and maintenance of the property. The net gain from this source last year was \$3,500, obtained

chiefly from admission fees and concession receipts from athletic contests, concerts, dances, the farm bureau picnic attended by 4,000, and the Fourth of July celebration and sham battle of the Marne, for which there were 10,000 admissions. Meanwhile, the place is being used here by farmers' organizations, schools, churches, and civic societies of the two States for picnics, market-day programs, celebrations, bathing and boating (fig. 9), parties, dances, athletics, and band concerts, for which no admissions are charged.

"We believe it is a paying investment," said one of the prominent officials. "Young people and children need a place for recreation, and if they don't have it they will provide it themselves."

A COMMUNITY FAIR AND ATHLETIC FIELD, FIFTY SUCCESSFUL YEARS, ARMADA, MICH.

"It being further provided that no horse racing or gambling shall ever be allowed on the grounds." This is a provision in the original deed of grounds purchased for the Armada Farmers' and Mechanics' Club fair, February 8, 1876.

"The agricultural exhibits at the fair are good and important, but I think that as a social institution the fairs are more generally appreciated," said the president of Armada school board in 1923.

The claim is frequently made by "practical" managers of State, county, and local fairs that a successful permanent fair can not be conducted without the incentive of high prizes, the aid of maximum entrance fees, and the inclusion of such features and attractions as professional horse racing, gambling devices, questionable side shows, fortune-telling booths, and dare-devil stunts.

The Armada Farmers and Mechanics' Club was organized in 1870 and proceeded to meet fortnightly "for the discussion of topics connected with life on the farm." In 1871 the first stock and farm products show was held in a large mill and open field at an expense of \$6.30.

In 1878 the society was incorporated under the name of Armada Agricultural Society, and grounds were purchased which, added to from time to time, now cover more than 10 acres. The principal improvements are main hall, agricultural hall, poultry barns, grandstand, and athletic field.

In the early years 4 or 5 acres were set out to forest or evergreen trees. The well-kept appearance of the place, the forest of evergreens, the neatly painted buildings and fences, and the athletic fields give it the appearance of a park rather than fair grounds (fig. 10).

The plant is valued at \$16,000, paid for by proceeds from fairs and donated labor, and is owned in fee simple by the society. In September, 1922, the fiftieth successive fair was held, with a premium list valued at \$2,000 and an attendance of 9,000 people in the village of Armada, which has a population of only 700.

Membership fee in the society is \$1.50 per year, which carries with it four admission tickets. Only members can compete for premiums. Most of the 2,000 premiums are very small, while many are only ribbon awards.

The society is governed by officers elected by the votes of the members, who are confined to no particular geographic district. Of the 14 officers and superintendents, 10 live on farms and the others, except one, are farm owners.

Horse racing, traveling carnival companies, dice, or similar games are not allowed on the grounds, but there are many clean free amusements such as baseball, local carnivals, and fireworks displays. To many people the most important feature of the fair, for which great preparations are made, is the annual home-coming celebration.

While the grounds have been known as the site of a clean, high-class, community rural fair, lasting for four days and nights yearly for 50 years, they are scarcely less notable for the uses to which they are put between fairs. The grounds form the recreation field of the people of the village and surrounding farming community. County farm bureau, grange, school, church, and family picnics are

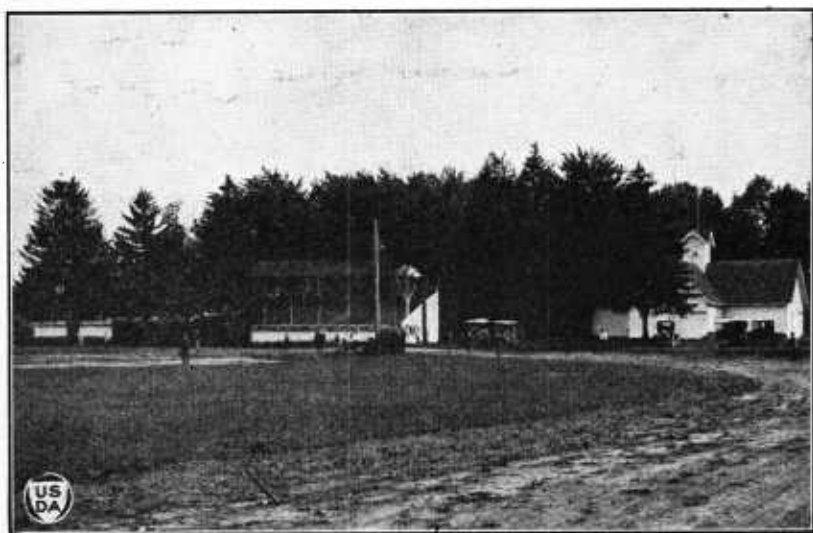


FIG. 10.—View of 50-year-old-community fair and recreation field. Armada, Mich.

held here. The business men are sponsors for a big community picnic each July 4. County high-school field days, interhigh-school athletic meets, and baseball, football, and basket ball by schools and private organizations find a place in the park, and it is the regular practice grounds for all school athletics. Important annual events are the Chautauqua, with notable outside talent, and the public-school carnival. A tourist camping ground is the latest use to which the park is being put.

“What has given the society its present standing?” wrote one official. “As a community we appreciate the practical and the ornamental and will encourage all that tends to elevate the moral nature and discourage all that tends to the opposite. So long as this is made a distinctive feature of our society, it need have no fears for the future.”

RURAL PICNIC GROUNDS.

Picnicking has become one of the most common forms of recreation among farm people. At a survey made in Minnesota during which 40 of the larger farm picnics were visited during one month there was found to be a total attendance of 200,000 people, as many as 20,000 attending one picnic.

Rural picnics bring large groups of farm families together for social intercourse, for a program often consisting of addresses on important farm topics, for music, athletics, and pageants, followed by a dinner in the grove.

Many farm groups are organizing associations to acquire possession of their own picnic grounds. These are generally located in a wooded spot on a body of water, consist of many acres, and have such improvements as pavilions, athletic fields, outdoor ovens, tables, and benches. They are generally maintained by receipts from sales, games, and amusements held on the ground.

PIONEER PICNIC GROUNDS, LINCOLN COUNTY, WASH.

"Who was the first postmaster for Crab Creek back in 1873?" This inoffensive question, propounded some years ago among a group of farmers around the stove of the general store which served as the community center in the Crab Creek section of Washington, started something in three counties. Before the question was finally answered the people realized that there was much about their early history that they did not know. And they were rather proud of that history—subduing nature, fighting the Indians, chasing buffalo, making homes in the wilderness, developing a virgin territory—and they rather wanted to hand the story down to their children.

Accordingly, they met for several years in an informal way in a beautiful spot down in the bend of the creek, exchanged experiences between speeches and songs, and had a basket dinner in the grove.

But, as often happens, there came a time when the owner of the land would not permit them its further use, and since these old settlers' meetings, with their historical reminiscences and social features, had become such a part of the community life, the thought of giving them up entirely could not be entertained. So an organization was formed for historical and educational purposes and incorporated under the laws of the State. Membership was confined to those living in Washington Territory prior to November 12, 1889, or their children. Three hundred and fifty persons became members, paying the annual fee of \$10, and the property was purchased. During the succeeding years the place was much improved and various structures were erected.

The grounds, 12 miles from a town, are 160 acres in extent and include a grove of natural timber in which are a speaker's platform, seating facilities for concerts, a band stand, and camping facilities. Outside the grove are a half-mile racing track and athletic field, with a large, well-built grand stand and a dance pavilion, 150 by 75 feet in dimensions. The organization provides 150 tents for campers, several large circus tents to house exhibits, and an immense canvas corral to inclose the animals of the wild west show. Much of the work of preparing the grounds, which are all paid for, was

done by voluntary labor. Money taken in on the ground from gate and grand-stand admissions and receipts from concession space and dances, together with the membership fees, pays all expenses and leaves enough for improvement. The amount received from this source in 1921 was \$5,000.

No charge is made for the use of the place for picnic purposes by other people or organizations. The grounds (fig. 11), together with improvements, are now valued at \$12,000.

The farmers of the three adjoining counties have held a big picnic on the grounds annually for nearly 50 years. Since 1902 the society had held, each June, a three day-and-night picnic and program. The people live in the tents in the woods and prepare food over the camp fires in much the same way as in pioneer days. The days and evenings are given over to picnics, athletics, dancing, wild west show, and a Chautauqua program consisting of talks by covered-wagon pioneers, and music and speaking by outside talent. One day is known as State agricultural day, and the exhibits in the big tents are viewed and judged. Last year over 1,000 people registered at



FIG. 11.—Farmers in the Crab Creek section of Washington build Pioneer Picnic Grounds 15 miles from a town. Area, 160 acres. Value, \$12,000.

the original old log post office, which had been previously moved, log by log, from its place and set up again in its original form on the grounds to house a museum of historical relics. Between the big annual picnics the grounds are used for various school, church, and private picnics and celebrations by people of the three counties.

The people in this part of Washington feel that their picnic grounds have been a very important part of their rural social life. The secretary, who has been connected with the society since its inception, states: "I think our work is very much appreciated by old and young. We were the first to organize in this part of the State and now there are several such organizations. I feel safe in saying that it is the big thing in the Northwest for the pioneers, as we have the way to do a great good, and have the money to do it with."

A TOWNSHIP PICNIC GROVE AND HALL, AMBER TOWNSHIP, MASON COUNTY, MICH.

"We don't know now how we ever got on for so long a time without it," remarked an old resident of Amber Township, one of the township trustees. "We did have considerable misgivings about it

in the beginning," said another. "The idea of a picnic grove in the open country owned by the township and paid for by taxation was something new; radical, some thought. But the people wanted it and it was their money and there it is, and everybody is satisfied now."

Their previous experiences, similar to that of so many communities, had prepared the way. In the early days the people had gone into the woods for outings, down to the little knot of trees in the bend of the river for picnics, and to Lake Michigan. But sawmills and paid amusement parks had taken possession of these territories.

After the lumberman's orgie was over it was found that one little spot of virgin woods still remained—5 acres of native beech, maple,



FIG. 12.—Amber Township, Mason County, Mich., buys a grove of natural timber as a picnic ground and later erects a township hall.

and elm, interspersed with familiar shrubs and flowers, now fast disappearing (fig. 12).

All over the country the people had seen their outing places destroyed, their recreation spots taken over by commercial interests for private gain, the watersheds denuded of their protecting forests, the rivulets drying up, lakes surrounded by private cottages, the streams taken over to furnish power and energy for commerce and trade. What could the people of this little farming community do about it?

The question of acquiring the grove was proposed at the regular spring election. A special tax levy carried with little opposition and the property was purchased. The people then came forward with labor and assistance. The grounds were cleared and leveled. 50 trees were set out around it, all the trees were trimmed, fences

were erected, picnic benches and tables were built and placed to accommodate 500 people, a well was sunk and pump installed, and a refreshment stand was constructed. Altogether but \$500 was spent for the purpose.

Now the annual county fair, with its extensive exhibits and large attendance, is held in this open country grove 8 miles from the large county-seat town; the grange and Gleaners' picnics attract thousands every year; the missionary society, the Sunday school and church, and other local societies hold their outings there (fig. 13); organizations from surrounding towns come for recreation and sport; the commencement exercises of the county schools take place there each year; and tourists camp for the night.

After a few years a township hall, with kitchen and dining room, was built in the edge of the grove at a cost of \$1,800, and later horse

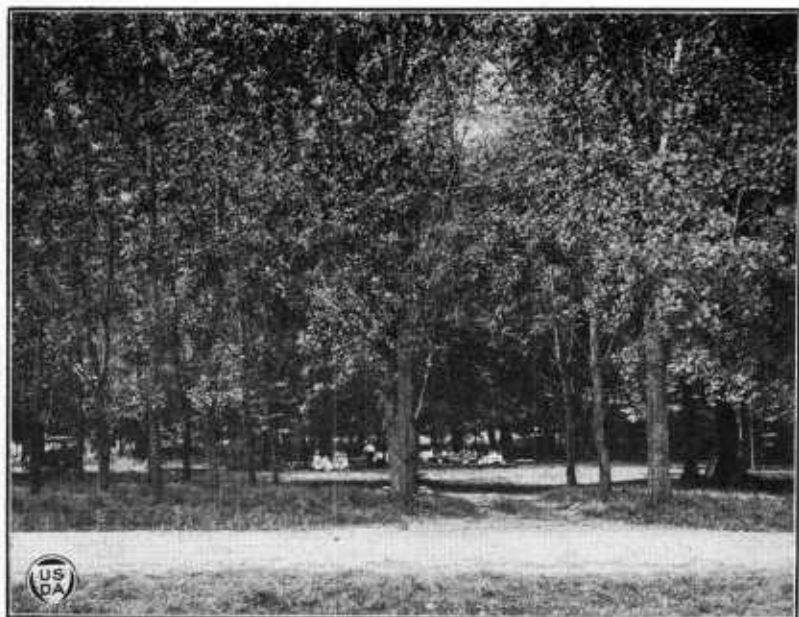


FIG. 13.—Picknicking in Amber, Mich., township grove.

and motor sheds that cost \$250 were constructed. The hall is used by the township board for all elections, for regular meetings of the local societies, for Sunday school and church, political rallies, community suppers, dances, and other winter social activities.

The grove and hall have become widely known and are exerting a strong influence through example. Since their construction the neighboring township of Victory has built a large park and pavilion for recreation on the shore of Lake Michigan.

RURAL PUBLIC RESERVES.

Every rural community has its natural beauty spot, its type of fine native scenery, its spot of historic interest, which are close to the social life of the people. It may be a lake shore or stream-side,

where boating and swimming parties are held, or a bit of native woods still remaining where outing parties go, a hilltop which commands an inspiring view, an old battle ground, a site of Indian mounds, a treaty spot or the home of a patriot or statesman, a rocky glen or cave. They are a part of the local history and tradition. While many of these have already been lost to the community, it is not too late and will never be less expensive to preserve those remaining. Many discerning communities, perceiving the trend of affairs, are taking steps to reserve some of these original gifts of nature to all the people.

A COMMUNITY COMMEMORATES AN HISTORIC SPOT, LINDSBORG,
KANS.

Little did Gen. Francisco de Coronado, Spanish conquistador, think when, in search of "gold or a new kingdom," he led his expedition of Spanish adventurers and Mexican Indians in 1540 into what is now the United States, that his "farthest north" would later be known as "the Oberammergau of the West," made famous by the sturdy pioneers of old Sweden, now staunch American citizens of one of our well-to-do rural communities.

If the valiant general could return to the spot he would find a kingdom, but the kingdom of culture, not the kingdom of gold. For the town of Lindsborg, with its 1,900 inhabitants and its adjacent farming element is noted not only for its presentation of its own Passion Play, but for its symphony chorus, which presents the greatest music, not only here but in the leading cities of the country, and for having in its midst one of the outstanding figures in the art world of America.

Five miles distant from the town a hill, raising like a sentinel above the level, well-cultivated farming lands about it, had long held the interest of the people. For years families and societies had gone for occasional picnics and for the panoramic view. But the approaches were in poor condition and the rough, winding ascent to the top made it difficult for them to take full advantage of the scenic and social possibilities of the place.

When an old Spanish camp, together with Spanish arms, recently discovered on the place, seemed to establish definitely the northern boundary of the explorations of Coronado, the community determined to commemorate his expedition by preserving the place and making it accessible as a scenic asset and recreation ground for farmers and village people.

They might have gone about it by petitioning Congress or the State legislature to acquire it as a national or State reservation, or by persuading some wealthy man to purchase it and present it to them as a gift, but that method did not appeal to the independent and self-reliant spirit of these resolute villagers and farmers. Instead, these pioneers, who had opened up a wilderness, organized and put through a demonstration of local self-help and town and country cooperation that excited widespread admiration and gave the community that feeling of local pride and satisfaction which comes with a sense of ownership through individual effort.

They first organized a local historical society of town and country people to develop the work and to serve as a holding corporation in

ownership of the property. The 16-acre tract of land was purchased in 1918. Hundreds of farmers then brought their teams, drags, and road machines and built an excellent road a mile in length as an approach to the place. Townsmen and farmers worked together, building bridges and improving the winding road to the top. Picnic and play spaces were prepared and a pavilion was erected on the level top, where 1,500 automobiles may be parked. At the summit, an 85-foot steel flagpole was erected. At times as many as 400 men and women, farmers and town people, of different professions and creeds, labored on the work of the grounds, which took months to complete, the total number of voluntary workers extending into the thousands. (Fig. 14.)

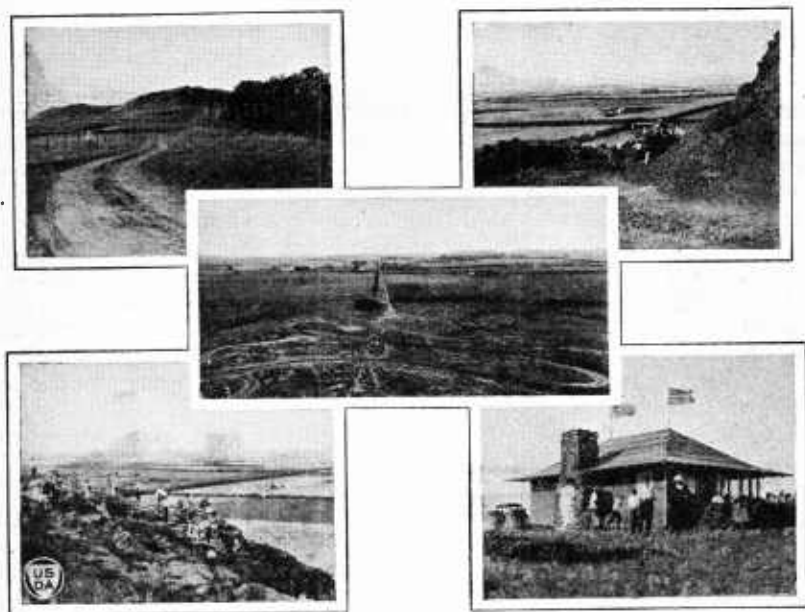


FIG. 14.—Farmers and village people of Lindsborg, Kans., preserve the spot of Gen. Francisco de Coronado's "farthest north."

The total value of the improvements, brought about by money and donations, but mostly by free labor, is estimated at \$12,000, while voluntary labor of farmers valued at \$500 per year serves to maintain the park, now valued at \$14,000.

The work so far completed is only the beginning of what the people have in mind to do. Further plans provide for the planting of trees and laying out of a golf course at the foot of the hill. A number of men plan to erect monuments on the top of the hill to perpetuate the history of Kansas and the pioneer life of its early settlers.

Since the road was built, Coronado Heights has become a favorite picnic and sightseeing spot for farmers, townspeople, and tourists. More than 20,000 people have visited it. Now the red, white, and blue of the new Republic waves proudly over the spot where once the yellow and red marked the most northerly penetration of the power of the Spanish monarchy.

STATE CAMP FOR BOYS AND GIRLS IN HISTORIC PLACE, JACKSON MILLS, LEWIS COUNTY, W. VA.

Be it enacted by the Legislature of West Virginia, That there be established a "4-H" camp institute and State exhibit of boys' and girls' club work for the purpose of teaching boys and girls the "4-H" standards of living.

Thus does a great State place its power and influence behind the last act of the movement to train its farm boys and girls in citizenship, character, and leadership.

Thirty-five counties had already promoted their county training camps for the boys' and girls' clubs and the State camp became the capstone of the enterprise. In these county camps boys and girls gathered each year for instruction and to practice those activities that stimulate the head, heart, hand, and health, commemorated in the 4-H club name. The boys and girls earned the privilege of attending these camps by good conduct, marked possibility for

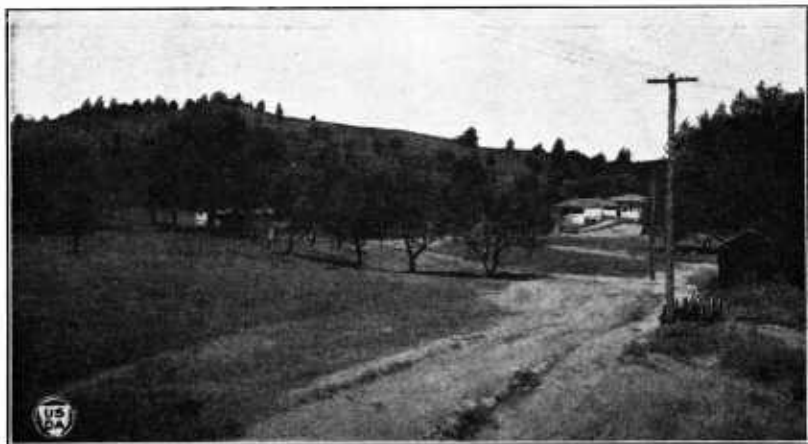


FIG. 15.—Entrance view of the camp for boys' and girls' clubs established by the State of West Virginia on the old Gen. Stonewall Jackson farm.

leadership, and exceptional merit in home-project work such as raising a pig or calf, growing corn or potatoes, or sewing or canning. They earned the right to go to the State camp by making a conspicuous record at one of the county camps.

Situated among the wooded hills in the bend of the West Fork of the Monongahela River, on the farm which was the boyhood home of Gen. Stonewall Jackson, from whose grandnephew it was purchased, the place is an ideal spot for a camp for young people. (See fig. 15.) The old Jackson home was destroyed by fire some time ago, but the old mill still stands. Thirty-five acres have become the property of the State through gifts by different organizations and placed at the disposal of the extensive service of the State School of Agriculture, at its suggestion, for the 4-H club camp.

Under the supervision of the extension division the following improvements have been added: An assembly hall, 60 by 60 feet, costing \$7,500; a large mess hall and kitchen; a concrete spring house; a bath house, 25 by 40 feet, costing \$2,000; a work shop; a water and sewage system; some deep wells; a cottage for the Lewis

county 4-H camp, erected by the county farm bureau; driveways and walks costing \$4,500; and a road to the camp built by Lewis County. The boys and girls are quartered in comfortable tents temporarily installed on the grounds.

Among these beautiful surroundings, facilitated by modern convenience and equipment and led by instructors from the extension department, assisted by outside workers, nearly 400 members of boys' and girls' clubs received, at different times in the summer of 1922, a 10-days' course of training according to the 4-H program, which relates to the discovery and carrying out of the fundamental laws of personal development and human progress. The boys and girls are taught to be mentally keen through study, physically strong through play and exercise, spiritually wholesome by example and precept, and deft of hand by doing.

Besides specific instruction in 4-H leadership, much is learned through practical activities, such as stock judging, concrete work,



FIG. 16.—Recreation at the West Virginia State camp for boys' and girls' clubs.

road and ditch building and drainage, rigging up electric plants, building bridges, installing gravity springs, home grounds and river bank improvements, and serving meals, sewing, canning, nursing, and other home-making duties. Recreation and care of the body are emphasized (fig. 16) through calisthenics, setting-up exercises, baseball, basket ball, volley ball, and quoits. Sunday school, preaching, and vesper services are an important part of the camp curriculum. Council circles are formed, pageantry, stunt nights, and singing schools receive attention. At the close of the camp the boys and girls are charted according to their qualifications along the 4-H lines. A model farm exhibit, complete as to design, arrangement, and location of buildings and ground improvement, is part of the equipment. A representative of the extension service of the United States Department of Agriculture has visited the camp and selected teams of girls and boys of outstanding ability as representatives of the State 4-H clubs at the Eastern States Exposition to demonstrate the significance of West Virginia's fourfold development and

to do charting work among the boys and girls assembled there from 12 States.

Careful planning is the camp foundation. When the camp was decided upon a well-thought-out 20-year plan of development was arranged. The grounds and future improvements were planned by an architect. Nothing was left to chance and the plan is being carefully followed. The lines of all buildings, even those erected by counties and farm bureaus, follow carefully-considered architectural plans. Roads, driveways, paths, and bridges are designed for efficiency and effect and are constructed by, or with the assistance of, the boys, who also grade the roads, trim the trees, lay out trails, build paths, and construct athletic grounds according to plan.

A path was built into the depths of the camp woods and a natural amphitheater was arranged for the meetings of the Indian council circle. Nearly 1,000 acres surrounding the camp have been made a game refuge. The building of a stone wall to inclose the grounds has begun and will be completed by members of succeeding camps. The Daughters of the Confederacy have started a movement to rebuild the Jackson home at the camp entrance, to be used as a public museum.

Succeeding this camp the grounds are used for a week or more at separate times by the following organizations: The All Stars, the Volunteer Instructors, the Lewis County 4-H Club, the Lewis County Juniors, the Harrison County 4-H Club, State farm women, the State farm bureau, and the State university football team. At other times the camp is used for farm bureau and other organizations and for family picnics and reunions.

What has this State-established camp for farm boys and girls accomplished? A 15-year-old West Virginia girl, Jessie Davis, of Wirt County, answers:

Then came the camp at Jacksons Mill. That week was one of the biggest weeks in my life. When I was given the chance to pass the 4-H tests I said to myself, "I am going to make that head H," and I did. I made more friends in that camp than in any time in my life in so short a period. The vespers and the campfires seemed to be the greatest and most inspiring and uplifting things I had ever attended. After the camp came a real struggle. Miss Horsfall told me I must can 100 cans of fruits, meats, and vegetables. I went over the top on the canning. There was work to do at home—club work, Christian Endeavor, writing, reading, organizing clubs, helping girls with sewing, booklets, and records. I think I was about the busiest girl in West Virginia. Next year I hope to be of some real service in club work. I think that club work is about the greatest thing that has ever been offered to boys and girls, because it includes all things that are fine and pure.

FARM COLONIZATION PLANS.

The day of procuring settlers for agricultural lands merely by land-selling methods is happily passing. For a long time the primary aim of those having lands for disposal has too often been to sell the land regardless of consequences to the buyer. Immediate profit for the seller has too often been the consideration rather than a permanent home for the buyer and a continuous resident for the State.

In place of land-selling schemes we now have planned rural development, in which the State or foresighted private company

assumes an interest both for the benefit of the buyer and for the future good of the State. The banker, the railway, the State agricultural college, the county agents, and various State officials are used. In addition to such material help as long-time payments, amortization, financial assistance through loans, and advice as to farming methods, the settler is effectively served by receiving aid directed toward the betterment of the social, educational, and recreational life of the community, and by careful planning for utility, convenience, and order.

STATE PLANNED RURAL DEVELOPMENT—THE SOCIAL SIDE, DURHAM AND DELHI, CALIF.

California is the first of our States to make a definite constructive attempt to solve the problems of land settlement through the estab-



FIG. 17.—Community grove of 22 acres, the outdoor community center of the State farm settlement at Durham, Calif.

lishment of State-fostered and managed land colonies. In furtherance of its plan, the State has created by legislative enactment and developed rural communities at Durham and Delhi. Thirty thousand acres were set aside at the two places with the purpose stated of assisting landless men and tenant farmers to become farm owners and to create a more attractive rural life based on mutual cooperation by people living in close contact rather than in scattered units.

To finance the enterprises the legislature has appropriated at different times the sum of \$4,260,000.

The State subdivides the land and determines the relative value of the farms, and the land is then sold on 36½ years' time at 5 per cent interest, with 1 per cent yearly payment on principal.

Other features of the plan include land ownership, selected people as settlers, homes and allotments to farm laborers, broad opportunities for men of small means, amortized payments extending over a long period, loans to settlers up to \$3,000, advisory superintendents

and engineers appointed by the State for each settlement, a planning service for farmsteads, public buildings and private homes, public-health and mosquito-abatement districts, prize farm and garden competitions, membership in a cooperative association, and promotion of the esthetic and the encouragement of community spirit and civic pride.

Through its various departments the State gives to the settlers both preliminary and continuous assistance in many ways. In addition to the cooperative associations, which the settler is urged to join, and other social organizations, he is given the opportunity of assisting in many social and civic movements for the benefit of the settlement.

The purpose of a 2-acre allotment to farm laborers, it is stated, is not only to give them a permanent fixed interest in the land with a greater extent of ownership made possible but to stimulate their ambitions, raise their status in society, and improve their social conditions. The requirement that all should join a cooperative association



FIG. 18.—Community building erected as the social center for the Delhi, Calif., State farm settlement.

is made not only to encourage economic efficiency through securing standardized animals and products but, at the same time, to stimulate fellowship and advance cooperation for social purposes. A community center has been planned for each settlement, with streets, athletic field, exhibit building, community house, parks, and public buildings.

In the original community park of 22 acres at Durham (fig. 17) a pavilion has been erected by the settlers, and the park has become the outdoor picnic ground and recreation center of the farm bureau, women's club, stock breeders' association, and the various cooperative societies.

At Durham, through the aid of the settlers, a large man's hall containing 40 rooms has been reconstructed into a community clubhouse with assembly hall, dining room, kitchen, and social room. Promoted by the directing organization individual financial aid was secured for the erection at Delhi of a community building equipped for illustrated lectures, entertainments, suppers, dances, and committee meetings of cooperative associations (fig. 18). In these buildings are given a series of monthly lyceums of a musical and literary

nature emphasizing local and neighboring talent, followed by refreshments. The community fairs with their local competitions, exhibits, and athletic programs, and the annual Chautauqua, supported by the settlers, attract many people each year.

Settlers themselves have invested more than a million dollars in buildings, land, and orchards. Attractive farmsteads, homes for farm laborers, good stock, clean fields, and convenient roads are in evidence.

It is not the purpose here to judge the economic aspects of these State experiments in land development. It may be stated, however, that the efforts to promote better rural social institutions, to provide the possibilities for recreation and amusement, to promote social democracy, to enrich community social life, are unusual factors in land settlement and rural development.

SOCIAL FEATURES OF PRIVATE LAND COLONIZATION PLANS.

Not only are States such as California and Wisconsin recognizing the value of planned rural development, but private land-colonizing companies are gradually forsaking their makeshift methods of securing settlers and are developing permanent settlements along the best business, social, and rural planning lines.

The State of Wisconsin through legislation has made it possible for such companies to secure State supervision and advice, and a number of them have done so.

One of the most successful private companies in 1917 purchased 50,000 acres in the cut-over region of the State. The tract was surveyed and mapped to show the most desirable locations for roads, farm building, woodlots, permanent fields, villages, and community centers. Soil surveys were made and the land was blocked into made-to-order farm units of from 40 to 160 acres, and sold to settlers in a 30-year amortized easy-payment plan. The purchase price of a farm included a house, barn, livestock, tools, seeds, the advice of State specialists, and the service of the company.

Economic services offered include road and bridge building aid, loans to settlers, promoting cooperative business and economic organizations, encouraging the ownership of animals of standard breeds and ownership of blooded stock, the aid of a local agricultural adviser, the advantage of a rural-credit system, prizes for agricultural and land-cleaning contests, furnishing seed, facilitating the purchase of settlers' supplies by wholesale, organizing fairs and agricultural exhibits, donations for club work, and furnishing medicine and nursing.

Social service includes constructing community buildings; providing motion pictures, lecturers, and entertainments; promoting flower garden and home-and-yard improvement contests and clean-up campaigns; organizing social clubs; establishing outdoor museums, picnic and camping grounds, zoological gardens, and athletic fields; and initiating social and recreational programs, athletic contests, and meets.

The social and recreational work centers in the community houses, the public picnic grounds, and the athletic fields. The buildings are the meeting places of the various local organizations. Wooded picnic grounds, equipped with tables and benches, were furnished by

the company, and the grounds were cleared, cleaned, and leveled by means of community "working bees." The athletic fields are the center of local and intertown rivalries. A large share of the time of the agricultural adviser is allotted to promoting social and recreational work.

For the economic service rendered the company charges off \$5 per acre, and \$2 per acre for the social services.

The company gives particular attention to locating and planning the different villages. One new village was carefully located and

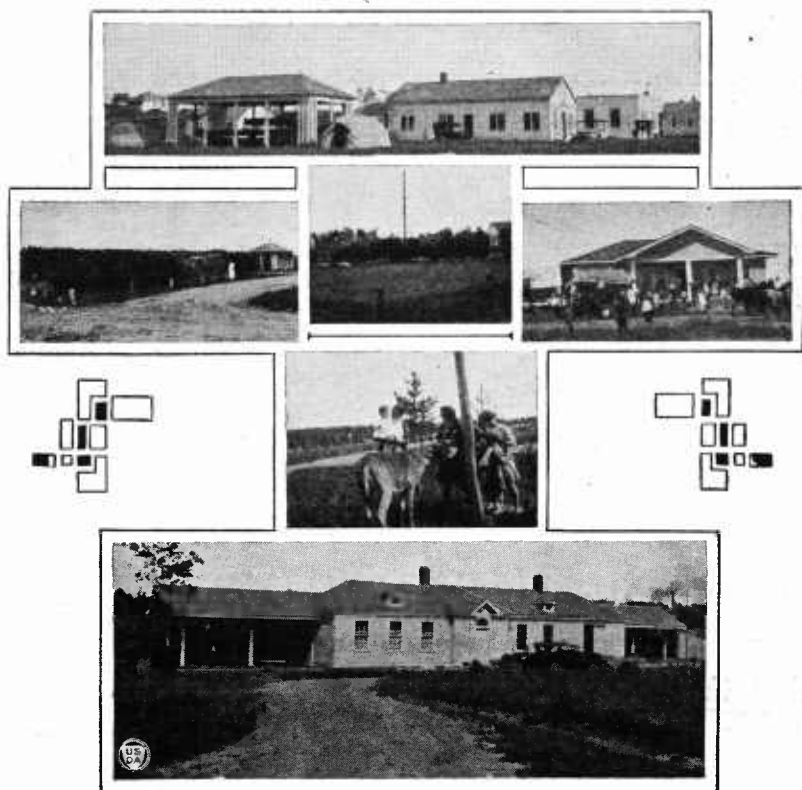


FIG. 19.—Views of a planned village on the cut-over lands of a Wisconsin colonization company. All are of one village except the community house at right center. Four years ago the place was a forest.

planned by landscape architects with an eye to attractiveness and utility, the service of the farming community, and its own future development. All the buildings, distinctive in themselves, though simple in structure as befitting a frontier community, were designed by the same architects, with a view to harmony, and were located according to plan.

Through financial assistance the company was able to influence the building of a railway station of attractive design. Other features include a town forest; a parked river bank reserved for public use, planted with a dozen varieties of trees and shrubs brought in from the woods; various parks, athletic fields, picnic and camp grounds, and

zoological gardens; outbuildings screened by plantings; space set aside for future railway spurs, manufacturing concerns, business blocks, residences, summer cottages, and small suburban farms; parked town gateways with well-planned roads leading to farming communities; an outdoor museum; and harmonious colorings of buildings and homes brought about through building restrictions. Practically all of these town-planting features have been put into execution in this forest wilderness during the last four years. (See fig. 19.)

While the company has organized cooperative associations and erected public buildings, thus giving early direction and assistance, the institutions are gradually being taken over and directed by the people themselves.

The company began in 1909, in the usual land-selling way, giving no more than necessary, but land sales were slow. Realizing that something must be done to speed up sales the company began experimenting with different social features, and this policy has now become permanent.

The settlers emphasize their satisfaction with the recreational and social life. The officials of the company state that it is their firm belief, based on experience, that such service as they give and the promotion of the social side, attract a higher class of settlers and result in greater satisfaction and contentment and in higher production.

The local manager stated that when a land seeker hesitates about purchasing he is often taken to one of the community meetings or gatherings where he mixes with the people, talks with them, and hears of their experiences, and in five out of six instances completes his purchase.

Company social service and the careful planning of towns and rural districts, now features of proven worth, are being initiated by other colonizing companies in Wisconsin. The main social principles and practices involved would seem to an observer to be applicable to other land-colonizing companies, whether private, corporate, or governmental.

HUMAN FACTOR TO BE CONSIDERED.

This is the day of organization and planning, in which more and more the human factor is being considered. Modern business was the first to realize this. In large business concerns the best thought is now centered on the organization of a carefully planned superstructure in which the idea that "man is a social animal" is one of the corner stones. Modern industrial villages, garden cities, proper housing conditions, health insurance, leisure time, play facilities, a recreation program—these are emphasized in the industrial plan.

Agriculture is our greatest business. It is in the process of becoming organized. In the haste for organization the human side should not be neglected.

One by-product of any successful economic program must be leisure time. How shall it be spent? The setting aside of rural parks, athletic fields, picnic grounds, places of historic interest, and spots of natural beauty should be a part of the social program, the foundation stones which will make the economic superstructure worth while.